

1      **In the Claims**

2      Claims 1-8 and 10-64 remain in the application and are listed below:

3      1.      **(PREVIOUSLY PRESENTED)** A system for determining context  
4      comprising:

5              one or more computer-readable media; and  
6              a hierarchical tree structure resident on the media and comprising multiple  
7      nodes each of which represent geographical divisions of the Earth, individual  
8      nodes comprising an entity identification (EID) that is unique to the node, EIDs  
9      serving as a basis by which attributes can be assigned to goods or services  
10     associated with an individual node, said multiple nodes comprising parent and  
11     children nodes, at least some of the parent nodes and their associated children  
12     nodes having EIDs that are unique for the associated node.

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16      2.      **(ORIGINAL)** The system of claim 1, wherein the one or more  
17     computer-readable media comprise one or more networks.

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20      3.      **(ORIGINAL)** The system of claim 1, wherein the nodes comprise  
21     political or natural entities.

1           4.     **(ORIGINAL)** The system of claim 3, wherein the political or  
2 natural entities comprises one or more of the following: continents, countries,  
3 oceans, states, counties and cities.

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5     5.     **(ORIGINAL)** The system of claim 1, wherein the nodes comprise  
6 infrastructure entities.

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8     6.     **(ORIGINAL)** The system of claim 5, wherein the infrastructure  
9 entities comprise one or more of the following: postal codes, area codes and time  
10 zones.

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13     7.     **(ORIGINAL)** The system of claim 1, wherein the nodes comprise  
14 public places.

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17     8.     **(ORIGINAL)** The system of claim 1, wherein the nodes comprise  
18 non-physical entities.

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20     9.     **(CANCELLED).**

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23     10.    **(PREVIOUSLY PRESENTED)** The system of claim 1, wherein  
24 the nodes comprise a plurality of node attributes and wherein one of the attributes  
25 comprises a name attribute.

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2       **11. (PREVIOUSLY PRESENTED)** The system of claim 1, wherein  
3 the nodes comprise a plurality of node attributes and wherein one of the attributes  
4 comprises a neutral ground truth name attribute.

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6       **12. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a  
7 plurality of node attributes and wherein one of the attributes comprises a  
8 geographic attribute.

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11       **13. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a  
12 plurality of node attributes and wherein one of the attributes comprises a  
13 latitude/longitude attribute.

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16       **14. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a  
17 plurality of node attributes and wherein one of the attributes comprises a relative  
18 importance index.

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21       **15. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a  
22 plurality of node attributes and wherein one of the attributes comprises a  
23 contextual parent attribute.

1           16.    **(ORIGINAL)** The system of claim 1, wherein the nodes comprise a  
2           plurality of node attributes and wherein one of the attributes comprises a source  
3           attribute.

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5           17.    **(ORIGINAL)** The system of claim 1, wherein the nodes comprise a  
6           plurality of node attributes and wherein one of the attributes comprises a start/end  
7           dates attribute.

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10          18.    **(ORIGINAL)** The system of claim 1, wherein the nodes comprise a  
11           plurality of node attributes and wherein one of the attributes comprises a  
12           modification date attribute.

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15          19.    **(ORIGINAL)** The system of claim 1, wherein the nodes comprise a  
16           plurality of node attributes and wherein one of the attributes comprises a status  
17           attribute.

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20          20.    **(ORIGINAL)** The system of claim 1, wherein the tree structure  
21           does not include any nodal associations with businesses or services.

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24          21.    **(ORIGINAL)** The system of claim 1, wherein the computer-  
25           readable media is embodied on a mobile computing device.

1           **22. (ORIGINAL)** The system of claim 1, wherein the computer-  
2 readable media is embodied on a handheld mobile computing device.  
3

4           **23. (ORIGINAL)** The system of claim 1, wherein the computer-  
5 readable media is accessible to a mobile computing device via the Internet.  
6

7           **24. (PREVIOUSLY PRESENTED)** A system for determining context  
8 comprising:  
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10           one or more computer-readable media;

11           a first hierarchical tree structure having multiple nodes associated with a  
12 first context;

13           at least one second hierarchical tree structure having multiple nodes  
14 associated with a second context; and

15           at least one node from the at least one second hierarchical tree structure  
16 being linked with one node on the first hierarchical tree structure by a link that is  
17 configured to enable a complete context to be derived from the first and second  
18 contexts, individual nodes having unique IDs that can serve as a basis by which  
19 attributes can be assigned to goods or services,  
20

21           said multiple nodes comprising parent and children nodes, at least some of  
22 the parent nodes and their associated children nodes having IDs that are unique for  
23 the associated node.  
24

1           **25. (ORIGINAL)** The system of claim 24, wherein the first and second  
2 contexts comprise a location context.  
3

4           **26. (ORIGINAL)** The system of claim 24, wherein the nodes of the first  
5 hierarchical tree structure comprise geographical divisions of the Earth.  
6

7           **27. (ORIGINAL)** The system of claim 26, wherein the nodes of the at  
8 least one second hierarchical tree structure comprise physical and/or logical  
9 entities.  
10

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12           **28. (ORIGINAL)** The system of claim 24, wherein the first and the at  
13 least one second hierarchical tree structures comprise a plurality of attributes, one  
14 of which comprising information that pertains to the tree with which the node is  
15 associated.  
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18           **29. (ORIGINAL)** The system of claim 28, wherein the information  
19 comprises a universal resource locator (URL).  
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22           **30. (ORIGINAL)** The system of claim 24 further comprising one or  
23 more goods or services associated with one or more of the nodes of the at least one  
24 second hierarchical tree structure.  
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1           **31. (ORIGINAL)** The system of claim 24, wherein the first hierarchical  
2 tree structure comprises a standardized view of the Earth, and the at least one  
3 second hierarchical tree structure comprises an organization-specific view of at  
4 least a portion of the Earth, the organization-specific view comprising a  
5 physical/logical entity that links into specific portions of the Earth.

6

7           **32. (ORIGINAL)** The system of claim 31, wherein the organization-  
8 specific view has no context outside of the organization.

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11           **33. (ORIGINAL)** The system of claim 24, wherein the computer-  
12 readable media is embodied on a mobile computing device.

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15           **34. (ORIGINAL)** The system of claim 24, wherein the computer-  
16 readable media is embodied on a desktop device.

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19           **35. (ORIGINAL)** The system of claim 24, wherein the computer-  
20 readable media is embodied a handheld mobile computing device.

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23           **36. (ORIGINAL)** The system of claim 24, wherein the computer-  
24 readable media is accessible to a computing device via the Internet.

1           **37. (PREVIOUSLY PRESENTED)** A computer-implemented method  
2 of determining context comprising:

3           accessing first and one or more second hierarchical tree structures that are  
4 resident on one or more computer-readable media, each tree structure having  
5 multiple nodes, the nodes of the first hierarchical tree structure being associated  
6 with a first context, the nodes of the one or more second hierarchical tree  
7 structures being associated with a second context; and

8           traversing multiple nodes of at least one of the tree structures to derive a  
9 context, individual nodes having unique IDs that can serve as a basis by which  
10 attributes can be assigned to goods or services, said multiple nodes comprising  
11 parent and children nodes, at least some of the parent nodes and their associated  
12 children nodes having IDs that are unique for the associated node.

15           **38. (ORIGINAL)** The computer-implemented method of claim 37,  
16 wherein the traversing derives a location context.

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19           **39. (ORIGINAL)** The computer-implemented method of claim 37,  
20 wherein the nodes of the first hierarchical tree comprise geographical divisions of  
21 the Earth.

1           **40. (ORIGINAL)** The computer-implemented method of claim 39,  
2       wherein the nodes of the one or more second hierarchical tree comprise physical  
3       and/or logical entities.

4

5           **41. (ORIGINAL)** The computer-implemented method of claim 37,  
6       wherein the traversing comprises traversing at least one node on each tree to  
7       derive the context.

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10          **42. (ORIGINAL)** The computer-implemented method of claim 41,  
11       wherein the context comprises a location.

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13          **43. (ORIGINAL)** The computer-implemented method of claim 37,  
14       wherein the first and one or more second hierarchical tree structures comprise at  
15       least one node pair that is linked.

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18          **44. (ORIGINAL)** The computer-implemented method of claim 37,  
19       wherein at least one of the nodes of the one or more second hierarchical tree  
20       structures has a good or a service associated with it, and wherein the traversing  
21       comprises locating a good or a service associated with a node and consuming the  
22       good or service.

1           **45. (ORIGINAL)** The computer-implemented method of claim 37,  
2       wherein the accessing of the first and the one or more second hierarchical tree  
3       structures comprises accessing tree structures that are locally available on a mobile  
4       computing device.

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6           **46. (ORIGINAL)** The computer-implemented method of claim 37,  
7       wherein the accessing of the first and the one or more second hierarchical tree  
8       structures comprises accessing at least one of the trees via a network medium.  
9

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11          **47. (ORIGINAL)** The computer-implemented method of claim 37,  
12       wherein the accessing of the first and the one or more second hierarchical tree  
13       structures comprises accessing at least one of the trees via the Internet.  
14

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16          **48. (PREVIOUSLY PRESENTED)** One or more computer-readable  
17       media having computer-readable instructions thereon which, when executed by a  
18       computing device, cause the computing device to:

19           access first and second hierarchical tree structures, each tree structure  
20       having multiple nodes, the nodes of the first hierarchical tree structure being  
21       associated with a first location context, the nodes of the second hierarchical tree  
22       structure being associated with a second location context, at least one node of the  
23       second hierarchical tree structure being linked with a node of the first hierarchical  
24       tree structure; and  
25

1                   traverse at least one node of each tree structure to derive a location context,  
2                   at least one node in a traversal path that leads to a root node of the second  
3                   hierarchical tree structure being linked with a node of the first hierarchical tree  
4                   structure, individual nodes having unique IDs that can serve as a basis by which  
5                   attributes can be assigned to goods or services, said multiple nodes comprising  
6                   parent and children nodes, at least some of the parent nodes and their associated  
7                   children nodes having IDs that are unique for the associated node.

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10                 **49. (ORIGINAL)** The one or more computer-readable media of claim  
11                 48, wherein the computing device automatically determines its location context.

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13                 **50. (ORIGINAL)** The one or more computer-readable media of claim  
14                 48, wherein the computing device is a handheld computing device.

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17                 **51. (ORIGINAL)** The one or more computer-readable media of claim  
18                 48, wherein the computing device is a mobile computing device.

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21                 **52. (ORIGINAL)** The one or more computer-readable media of claim  
22                 48, wherein the computing device is a desktop device.

1           **53. (ORIGINAL)** The one or more computer-readable media of claim  
2       48, wherein the computing device is a handheld computing device that  
3       automatically determines its location context.

4

5           **54. (PREVIOUSLY PRESENTED)** A computer-implemented method  
6       of locating goods or services comprising:

7           defining a hierarchical tree structure comprising multiple nodes that each  
8       can define a physical or logical entity, said multiple nodes comprising parent and  
9       children nodes, at least some of the parent nodes and their associated children  
10      nodes having IDs that are unique for the associated node;

11

12       associating one or more goods or services with one or more of the nodes;  
13       and

14       traversing one or more of the multiple nodes to discover a good or service.

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17           **55. (ORIGINAL)** The computer-implemented method of claim 54  
18       further comprising linking one or more of the multiple nodes with another  
19       hierarchical tree structure that contains multiple nodes that each represent a  
20       geographical division of the Earth.

21

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23           **56. (ORIGINAL)** The computer-implemented method of claim 55,  
24       wherein the traversing enables a current location to be determined.

1           **57. (PREVIOUSLY PRESENTED)** One or more computer-readable  
2 having computer-readable instructions thereon which, when executed by a  
3 computing device, cause the computing device to:

4           define a hierarchical tree structure comprising multiple nodes that each can  
5 define a physical or logical entity, said multiple nodes comprising parent and  
6 children nodes, at least some of the parent nodes and their associated children  
7 nodes having IDs that are unique for the associated node;

8           associate one or more goods or services with one or more of the nodes; and

9           traverse one or more of the multiple nodes to discover a good or service.

11  
12           **58. (PREVIOUSLY PRESENTED)** A computer-implemented method  
13 of building context-aware data structures comprising:

14           receiving input from a source that specifies information pertaining to  
15 physical and/or logical entities;

16           processing the information to define a hierarchical tree structure having a  
17 context, the tree structure comprising multiple nodes each of which represent a  
18 separate physical or logical entity, said multiple nodes comprising parent and  
19 children nodes, at least some of the parent nodes and their associated children  
20 nodes having IDs that are unique for the associated node;

21           linking at least one of the multiple nodes to a node of another tree structure  
22 having a context and multiple nodes that represent physical and/or logical entities,

1 individual nodes having unique IDs that can serve as a basis by which attributes  
2 can be assigned to goods or services,

3 the tree structures being configured for traversal in a manner that enables  
4 context to be derived from one or more of the nodes.

5  
6 **59. (ORIGINAL)** The computer-implemented method of claim 58,  
7 wherein the context that is derived comprises a location context.

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10 **60. (ORIGINAL)** One or more computer-readable media having  
11 computer-readable instructions thereon which, when executed by a computing  
12 device, cause the computing device to implement the method of claim 58.

13  
14 **61. (PREVIOUSLY PRESENTED)** A system for determining context  
15 comprising:

16 one or more computer-readable media; and  
17  
18 a hierarchical tree structure resident on the media and comprising multiple  
19 nodes each of which represent geographical divisions of the Earth, individual  
20 nodes comprising an entity identification (EID) that is unique to the node, EIDs  
21 serving as a basis by which attributes can be assigned to goods or services  
22 associated with an individual node, said multiple nodes comprising parent and  
23 children nodes, at least some of the parent nodes and their associated children  
24 nodes having EIDs that are unique for the associated node;

1           wherein at least some of the nodes comprise a node selected from a group  
2        of nodes comprising: political entities, natural entities, infrastructure entities, and  
3        public places.

4

5        **62. (PREVIOUSLY PRESENTED)** A system for determining context  
6        comprising:

7           one or more computer-readable media;  
8

9           a first hierarchical tree structure having multiple nodes associated with a  
10        first context;

11           at least one second hierarchical tree structure having multiple nodes  
12        associated with a second context; and

13           at least one node from the at least one second hierarchical tree structure  
14        being linked with one node on the first hierarchical tree structure by a link that is  
15        configured to enable a complete context to be derived from the first and second  
16        contexts, individual nodes having unique IDs that can serve as a basis by which  
17        attributes can be assigned to goods or services,

19           said multiple nodes comprising parent and children nodes, at least some of  
20        the parent nodes and their associated children nodes having IDs that are unique for  
21        the associated node;

22           wherein the nodes of the first hierarchical tree structure comprise  
23        geographical divisions of the Earth;

1       wherein the first and the at least one second hierarchical tree structures  
2 comprise a plurality of attributes, one of which comprising information that  
3 pertains to the tree with which the node is associated.

4

5       **63. (PREVIOUSLY PRESENTED)** A computer-implemented method  
6 of determining context comprising:

7           accessing first and one or more second hierarchical tree structures that are  
8 resident on one or more computer-readable media, each tree structure having  
9 multiple nodes, the nodes of the first hierarchical tree structure being associated  
10 with a first context, the nodes of the one or more second hierarchical tree  
11 structures being associated with a second context; and

12           traversing multiple nodes of at least one of the tree structures to derive a  
13 context, individual nodes having unique IDs that can serve as a basis by which  
14 attributes can be assigned to goods or services, said multiple nodes comprising  
15 parent and children nodes, at least some of the parent nodes and their associated  
16 children nodes having IDs that are unique for the associated node;

17           wherein the nodes of the first hierarchical tree comprise geographical  
18 divisions of the Earth; and

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20           wherein the traversing comprises traversing at least one node on each tree  
21 to derive the context.

1           **64. (PREVIOUSLY PRESENTED)** One or more computer-readable  
2 media having computer-readable instructions thereon which, when executed by a  
3 handheld, mobile computing device, cause the computing device to:

4           access first and second hierarchical tree structures, each tree structure  
5 having multiple nodes, the nodes of the first hierarchical tree structure being  
6 associated with a first location context, the nodes of the second hierarchical tree  
7 structure being associated with a second location context, at least one node of the  
8 second hierarchical tree structure being linked with a node of the first hierarchical  
9 tree structure; and

10           traverse at least one node of each tree structure to derive a location context,  
11 at least one node in a traversal path that leads to a root node of the second  
12 hierarchical tree structure being linked with a node of the first hierarchical tree  
13 structure, individual nodes having unique IDs that can serve as a basis by which  
14 attributes can be assigned to goods or services, said multiple nodes comprising  
15 parent and children nodes, at least some of the parent nodes and their associated  
16 children nodes having IDs that are unique for the associated node.